

A 3385-3.2U

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May 22, 1986

## Supplement to ABC Daily Newspaper Fas-Fax United States

Circulation Averages for period ended March 31, 1986

This supplement provides circulation data on publications that filed their regular March 31, 1986 Publisher's Statements subsequent to preparations of FAS-FAX report. Also, corrections to data shown in the original report have been included in the supplement. Figures underlined indicate corrections.

**Audit Bureau of Circulations**

900 North Meacham Road, Schaumburg, Illinois 60195

|                                                |         | CZ OR NDM |               | RATIO         | RTZ OR NDM |              | RATIO         | TOTAL NDM OR     |               | TOTAL CIRCULATION |                  |
|------------------------------------------------|---------|-----------|---------------|---------------|------------|--------------|---------------|------------------|---------------|-------------------|------------------|
| ARKANSAS                                       |         | OH'S      | CIRC          | CIRC/<br>OH'S | OH'S       | CIRC         | CIRC/<br>OH'S | CZ & RTZ<br>OH'S | CIRC          | AS OF<br>3/31/86  | AS OF<br>3/31/85 |
| HOT SPRINGS (GARLAND CO.)                      |         | 16,500    |               |               | 24,000     |              |               | 40,500           |               |                   |                  |
| SENTINEL-RECORD                                | M       |           | <u>10,374</u> | <u>62.87</u>  |            | <u>7,745</u> | <u>32.27</u>  |                  | <u>18,119</u> | <u>18,412</u>     | 18,344           |
| SENTINEL-RECORD                                | SUN     |           | <u>10,972</u> | <u>66.50</u>  |            | <u>8,142</u> | <u>33.93</u>  |                  | <u>19,114</u> | <u>19,528</u>     | 19,351           |
| NEWPORT (JACKSON CO.)                          |         | 3,100     |               |               | 6,000      |              |               | 9,100            |               |                   |                  |
| INDEPENDENT                                    | E (M-F) |           | 1,947         | 62.81         |            | 1,206        | 20.10         |                  | 3,153         | 3,424             | 3,709            |
| CALIFORNIA                                     |         |           |               |               |            |              |               |                  |               |                   |                  |
| ORANGE CO. (COSTA MESA-<br>NEWPORT BEACH P.O.) |         | 64,100    |               |               | 132,800    |              |               | 196,900          |               |                   |                  |
| COAST PILOT                                    | E       |           | 16,614        | 25.92         |            | 12,697       | 9.56          |                  | 29,311        | 30,404            | 33,423           |
| COAST PILOT                                    | SUN     |           | 16,570        | 25.85         |            | 12,663       | 9.54          |                  | 29,233        | 30,408            | 33,465           |
| OROVILLE (BUTTE CO.)                           |         | 10,600    |               |               | 7,500      |              |               | 18,100           |               |                   |                  |
| MERCURY REGISTER                               | E (M-F) |           | 8,158         | 76.96         |            | 1,454        | 19.39         |                  | 9,612         | 9,818             | 10,556           |
| MERCURY REGISTER                               | SAT M   |           | 8,729         | 82.35         |            | 1,465        | 19.53         |                  | 10,194        | 10,401            | 11,060           |
| PALO ALTO (SANTA CLARA CO.)                    |         | 139,300   |               |               | 54,100     |              |               | 193,400          |               |                   |                  |
| PENINSULA TIMES TRIBUNE                        | E       |           | 47,238        | 33.91         |            | 3,844        | 7.11          |                  | 51,082        | 55,264            | 58,175           |
| PENINSULA TIMES TRIBUNE                        | SUN     |           | 49,959        | 35.86         |            | 4,565        | 8.44          |                  | 54,524        | 60,343            | 60,380           |
| SANTA MARIA (SANTA BARBARA CO.)                |         | 24,200    |               |               | 37,000     |              |               | 61,200           |               |                   |                  |
| TIMES                                          | E (M-F) |           | <u>16,427</u> | <u>67.88</u>  |            | <u>3,706</u> | <u>10.02</u>  |                  | <u>20,133</u> | <u>20,318</u>     | 20,408           |
| TIMES                                          | SUN     |           | <u>16,525</u> | <u>68.29</u>  |            | <u>3,887</u> | <u>10.51</u>  |                  | <u>20,412</u> | <u>20,598</u>     | 20,725           |
| VENTURA CO. (SIMI VALLEY P.O.)                 |         | 25,100    |               |               | 4,800      |              |               | 29,900           |               |                   |                  |
| ENTERPRISE                                     | E (M-F) |           | 14,864        | 59.22         |            | 1,471        | 30.65         |                  | 16,335        | 16,455            | 15,062           |
| ENTERPRISE                                     | SUN     |           | 15,297        | 60.94         |            | 1,522        | 31.71         |                  | 16,819        | 16,940            | 15,600           |
| COLORADO                                       |         |           |               |               |            |              |               |                  |               |                   |                  |
| GREELEY (WELD CO.)                             |         | 25,800#   |               |               | 18,000     |              |               | 43,800           |               |                   |                  |
| TRIBUNE                                        | E       | #         | <u>14,500</u> | <u>56.20</u>  |            | <u>7,846</u> | <u>43.59</u>  |                  | <u>22,346</u> | <u>23,373</u>     | 24,773           |
| TRIBUNE                                        | SUN     | #         | <u>14,866</u> | <u>57.62</u>  |            | <u>8,011</u> | <u>44.51</u>  |                  | <u>22,877</u> | <u>23,914</u>     | 25,012           |

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#NEWSPAPER DESIGNATED MARKET

|                                               |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|-----------------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| FLORIDA                                       |         |                        |                        |                         |                        |                                       |                                       |                  |
| DAYTONA BEACH (VOLUSIA CO.)                   |         | 79,800                 |                        | 54,400                  |                        | 134,200                               |                                       |                  |
| JOURNAL, NEWS                                 | CMB DLY |                        | 81,731                 | 102.42                  | 17,537                 | 32.24                                 | 99,268                                | 100,735          |
| JOURNAL                                       | M       |                        | 54,611                 | 68.43                   | 14,486                 | 26.63                                 | 69,097                                | 70,399           |
| NEWS                                          | E (M-F) |                        | 27,120                 | 33.98                   | 3,051                  | 5.61                                  | 30,171                                | 30,336           |
| NEWS-JOURNAL                                  | SUN     |                        | 72,033                 | 90.27                   | 20,170                 | 37.08                                 | 92,203                                | 95,454           |
| FORT PIERCE-PORT ST. LUCIE<br>(ST. LUCIE CO.) |         | 43,200#                |                        |                         |                        | 43,200                                |                                       |                  |
| NEWS TRIBUNE                                  | M       | #                      | 20,966                 | 48.53                   |                        | 20,966                                | 21,670                                | 20,489           |
| NEWS TRIBUNE                                  | SUN     | #                      | 23,166                 | 53.63                   |                        | 23,166                                | 24,163                                | 22,804           |
| GEORGIA                                       |         |                        |                        |                         |                        |                                       |                                       |                  |
| DUBLIN (LAURENS CO.)                          |         | 21,100#                |                        |                         |                        | 21,100                                |                                       |                  |
| COURIER HERALD                                | E       | #                      | 9,543                  | 45.23                   |                        | 9,543                                 | 9,926*                                | 9,781*           |
| HAWAII                                        |         |                        |                        |                         |                        |                                       |                                       |                  |
| KAILUA-KONA (HAWAII CO.)                      |         | 10,500#                |                        |                         |                        | 10,500                                |                                       |                  |
| WEST TODAY                                    | M (M-F) | #                      | 7,455                  | 71.00                   |                        | 7,455                                 | 8,079                                 | 7,337            |
| WEST TODAY                                    | SUN     | #                      | 7,437                  | 70.83                   |                        | 7,437                                 | 7,885                                 | 7,079            |
| ILLINOIS                                      |         |                        |                        |                         |                        |                                       |                                       |                  |
| ALTON-EAST ALTON-WOOD RIVER<br>(MADISON CO.)  |         | 34,900                 |                        | 39,000                  |                        | 73,900                                |                                       |                  |
| TELEGRAPH                                     | E       |                        | 26,070                 | 74.70                   | 9,677                  | 24.81                                 | 35,747                                | 37,218           |
| DECATUR (MACON CO.)                           |         | 40,000                 |                        | 35,700                  |                        | 75,700                                |                                       |                  |
| HERALD & REVIEW                               | M       |                        | 25,420                 | 63.55                   | 11,696                 | 32.76                                 | 37,116                                | 45,613           |
| HERALD & REVIEW                               | SUN     |                        | 28,695                 | 71.74                   | 14,377                 | 40.27                                 | 43,072                                | 55,340           |
| GALESBURG (KNOX CO.)                          |         | 14,200                 |                        | 30,800                  |                        | 45,000                                |                                       |                  |
| REGISTER-MAIL                                 | E       |                        | 10,648                 | 74.99                   | 8,521                  | 27.67                                 | 19,169                                | 19,632           |

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|                               |          | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-------------------------------|----------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| INDIANA                       |          |                        |                        |                         |                        |                                       |                                       |                                       |
| LOGANSPOUT (CASS CO.)         |          | 7,500                  |                        | 19,500                  |                        | 27,000                                |                                       |                                       |
| PHAROS-TRIBUNE                | E (M-F)  |                        | 6,757 90.09            | 7,798                   | 39.99                  | 14,555                                | 15,354                                | 16,092                                |
| PHAROS-TRIBUNE                | SUN      |                        | 6,916 92.21            | 7,986                   | 40.95                  | 14,902                                | 15,782                                | 16,496                                |
| MUNCIE (DELAWARE CO.)         |          | 27,800                 |                        | 48,400                  |                        | 76,200                                |                                       |                                       |
| STAR, PRESS                   | CMB DLY  |                        | 24,030 86.44           | 19,411                  | 40.11                  | 43,441                                | 44,782                                | 45,778                                |
| STAR                          | M        |                        | 13,624 49.01           | 14,579                  | 30.12                  | 28,203                                | 29,374                                | 30,039                                |
| PRESS                         | E        |                        | 10,406 37.43           | 4,832                   | 9.98                   | 15,238                                | 15,408                                | 15,739                                |
| STAR                          | SUN      |                        | 16,795 60.41           | 17,277                  | 35.70                  | 34,072                                | 35,193                                | 35,740                                |
| KANSAS                        |          |                        |                        |                         |                        |                                       |                                       |                                       |
| DODGE CITY (FORD CO.)         |          | 7,600                  |                        | 31,100                  |                        | 38,700                                |                                       |                                       |
| GLOBE                         | E        |                        | 5,297 69.70            | 2,842                   | 9.14                   | 8,139                                 | 8,713                                 | 8,805                                 |
| INDEPENDENCE (MONTGOMERY CO.) |          | 4,600                  |                        | 12,000                  |                        | 16,600                                |                                       |                                       |
| REPORTER                      | E (M-F)  |                        | 3,656 79.48            | 3,113                   | 25.94                  | 6,769                                 | 7,207                                 | 7,361                                 |
| REPORTER                      | SUN      |                        | 4,076 88.61            | 3,508                   | 29.23                  | 7,584                                 | 8,023                                 | 8,207                                 |
| LOUISIANA                     |          |                        |                        |                         |                        |                                       |                                       |                                       |
| ABBEVILLE (VERMILION PARISH)  |          | 5,000                  |                        | 13,100                  |                        | 18,100                                |                                       |                                       |
| MERIDIONAL                    | M (TU-F) |                        | 1,935 38.70            | 1,984                   | 15.15                  | 3,919                                 | 4,035                                 | 4,546*                                |
| MERIDIONAL                    | SUN      |                        | 2,355 47.10            | 2,184                   | 16.67                  | 4,539                                 | 4,656                                 | 5,037*                                |
| CROWLEY (ACADIA PARISH)       |          | 5,800                  |                        | 38,400                  |                        | 44,200                                |                                       |                                       |
| POST-SIGNAL                   | E (TU-F) |                        | 2,357 40.64            | 3,181                   | 8.28                   | 5,538                                 | 5,654                                 | 5,750                                 |
| POST-SIGNAL                   | SUN      |                        | 2,762 47.62            | 3,327                   | 8.66                   | 6,089                                 | 6,205                                 | 6,279                                 |
| MARYLAND                      |          |                        |                        |                         |                        |                                       |                                       |                                       |
| BALTIMORE (INDEPENDENT CITY)  |          | 566,400                |                        | 262,300                 |                        | 828,700                               |                                       |                                       |
| NEWS AMERICAN                 | E (M-F)  |                        | 87,082 15.37           | 10,731                  | 4.09                   | 97,813                                | 100,389                               | 101,076                               |
| NEWS AMERICAN                 | SAT M    |                        | 66,874 11.81           | 9,971                   | 3.80                   | 76,845                                | 79,265                                | 80,662                                |
| NEWS AMERICAN                 | SUN      |                        | 110,274 19.47          | 18,779                  | 7.16                   | 129,053                               | 137,600                               | 141,608                               |

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|------------------------------------------------------------------------|-----------------|------------------------|---------------------------------------------|-------------------------|--------------------------------------------|---------------------------------------|---------------------------------------|-----------------------------------------------------|
| MARYLAND                                                               |                 |                        |                                             |                         |                                            |                                       |                                       |                                                     |
| EASTON (TALBOT CO.)<br>STAR-DEMOCRAT                                   | M (M-F)         | 3,600                  | 3,214 89.28                                 | 16,000                  | 6,838 42.74                                | 19,600 - 10,052                       | 12,663*                               | 12,384*                                             |
| MICHIGAN                                                               |                 |                        |                                             |                         |                                            |                                       |                                       |                                                     |
| GRAND RAPIDS (KENT CO.)<br>PRESS<br>PRESS                              | E<br>SUN        | 146,100                | <u>95,858</u> 65.61<br><u>107,875</u> 73.84 | 134,400                 | <u>33,729</u> 25.10<br><u>53,719</u> 39.97 | 280,500                               | <u>129,587</u><br><u>161,594</u>      | <u>134,467</u><br><u>175,894</u> 132,823<br>172,090 |
| MINNESOTA                                                              |                 |                        |                                             |                         |                                            |                                       |                                       |                                                     |
| AUSTIN (MOWER CO.)<br>HERALD<br>HERALD                                 | E (M-F)<br>SUN  | 9,200                  | 6,313 68.62<br>6,324 68.74                  | 7,300                   | 2,408 32.99<br>2,393 32.78                 | 16,500                                | 8,721<br>8,717                        | 9,082<br>9,080 9,226<br>9,124                       |
| MISSOURI                                                               |                 |                        |                                             |                         |                                            |                                       |                                       |                                                     |
| ST. LOUIS (INDEPENDENT CITY)<br>GLOBE-DEMOCRAT<br>(1-27-86 to 3-31-86) | M (M-F)         | 859,200#               | # 112,480 13.09                             |                         |                                            | 859,200                               | 112,480                               | 134,567 201,418                                     |
| GLOBE-DEMOCRAT<br>(1-27-86 to 3-31-86)                                 | WKND            | #                      | # 96,963 11.29                              |                         |                                            |                                       | 96,963                                | 119,471 182,608                                     |
| NEBRASKA                                                               |                 |                        |                                             |                         |                                            |                                       |                                       |                                                     |
| NORTH PLATTE (LINCOLN CO.)<br>TELEGRAPH<br>TELEGRAPH                   | M (TU-S)<br>SUN | 9,900#                 | # 6,764 68.32<br># 7,016 70.87              | 18,100                  | 8,360 46.19<br>8,551 47.24                 | 28,000                                | 15,124<br>15,567                      | 15,676<br>16,118 16,166<br>17,105                   |
| NEW MEXICO                                                             |                 |                        |                                             |                         |                                            |                                       |                                       |                                                     |
| HOBBS (LEA CO.)<br>NEWS-SUN<br>NEWS-SUN                                | E (M-F)<br>SUN  | 12,200                 | 8,587 70.39<br>9,790 80.25                  | 15,500                  | 2,176 14.04<br>2,698 17.41                 | 27,700                                | 10,763<br>12,488                      | 10,921<br>12,645 11,168*<br>13,021*                 |

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| NEW YORK                     |          | CZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S | CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|------------------------------|----------|---------------|-------------|------------------------|----------------|-------------|------------------------|----------------------------------|------|---------------------------------------|------------------|
| NEW YORK CITY (NEW YORK CO.) |          | 3,048,200     |             |                        | 3,244,900      |             |                        | 6,293,100                        |      |                                       |                  |
| AMERICAN BANKER              | M (M-F)  |               |             |                        |                |             |                        |                                  |      | 23,532                                | 23,729           |
|                              | ALL DAY  |               |             |                        |                |             |                        |                                  |      |                                       |                  |
| POST                         | (M-F)    |               | 513,078     | 16.83                  |                | 150,809     | 4.65                   | 663,887                          |      | 751,798                               | 901,313          |
| POST                         | SAT M    |               | 333,023     | 10.93                  |                | 131,910     | 4.07                   | 464,933                          |      | 543,378                               | 616,800          |
| WOMEN'S WEAR DAILY           | M (M-F)  |               |             |                        |                |             |                        |                                  |      | 64,278                                | 63,920           |
| ROCHESTER (MONROE CO.)       |          | 237,900       |             |                        | 168,100        |             |                        | 406,000                          |      |                                       |                  |
| DEMOCRAT & CHRONICLE,        |          |               |             |                        |                |             |                        |                                  |      |                                       |                  |
| TIMES-UNION                  | CMB DLY  |               | 172,553     | 72.53                  |                | 51,451      | 30.61                  | 224,004                          |      | 227,332                               | 230,900          |
| DEMOCRAT & CHRONICLE         | M (M-F)  |               | 21,495      | 38.46                  |                | 33,266      | 19.79                  | 124,761                          |      | 127,833                               | 129,317          |
| TIMES-UNION                  | E (M-F)  |               | 81,058      | 34.07                  |                | 18,185      | 10.82                  | 99,243                           |      | 99,499                                | 101,583          |
| NORTH DAKOTA                 |          |               |             |                        |                |             |                        |                                  |      |                                       |                  |
| BISMARCK (BURLEIGH CO.)      |          | 24,500        |             |                        | 40,800         |             |                        | 65,300                           |      |                                       |                  |
| TRIBUNE                      | E        |               | 17,205      | 70.22                  |                | 9,517       | 23.33                  | 26,722                           |      | 27,245                                | 28,148           |
| TRIBUNE                      | SUN      |               | 18,003      | 73.48                  |                | 9,319       | 22.84                  | 27,322                           |      | 28,694                                | 28,729           |
| DICKINSON (STARK CO.)        |          | 5,300         |             |                        | 10,500         |             |                        | 15,800                           |      |                                       |                  |
| PRESS                        | M (TU-S) |               | 4,507       | 85.04                  |                | 3,000       | 28.57                  | 7,507                            |      | 8,081                                 | 8,320            |
| PRESS                        | SUN      |               | 4,924       | 92.91                  |                | 2,964       | 28.23                  | 7,888                            |      | 8,462                                 | 8,749            |
| OHIO                         |          |               |             |                        |                |             |                        |                                  |      |                                       |                  |
| IRONTON (LAWRENCE CO.)       |          | 6,700         |             |                        | 24,300         |             |                        | 31,000                           |      |                                       |                  |
| TRIBUNE                      | E (M-F)  |               | 4,657       | 69.51                  |                | 3,881       | 15.97                  | 8,538                            |      | 8,781                                 | 8,964            |
| TRIBUNE                      | SUN      |               | 4,914       | 73.34                  |                | 4,076       | 16.77                  | 8,990                            |      | 9,297                                 | 9,551            |
| OREGON                       |          |               |             |                        |                |             |                        |                                  |      |                                       |                  |
| GRANTS PASS (JOSEPHINE CO.)  |          | 10,000        |             |                        | 19,500         |             |                        | 29,500                           |      |                                       |                  |
| COURIER                      | E        |               | 4,161       | 41.61                  |                | 11,802      | 60.52                  | 15,963                           |      | 16,341*                               | 15,990*          |

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|                                                               |                 | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S     | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |                  |                  |
|---------------------------------------------------------------|-----------------|------------------------|----------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|------------------|------------------|
| PENNSYLVANIA                                                  |                 |                        |                            |                         |                        |                                       |                                       |                  |                  |                  |
| CLEARFIELD (CLEARFIELD CO.)<br>PROGRESS                       | E               | 26,100#<br>#           | 16,884                     | 64.69                   |                        | 26,100                                | 16,884                                | 17,660           | 17,617           |                  |
| QUAKERTOWN (BUCKS CO.)<br>FREE PRESS                          | E (M-F)         | 31,900#<br>#           | 5,563                      | 17.44                   |                        | 31,900                                | 5,563                                 | 5,763*           | 6,296            |                  |
| TENNESSEE                                                     |                 |                        |                            |                         |                        |                                       |                                       |                  |                  |                  |
| OAK RIDGE (ANDERSON CO.)<br>OAK RIDGER                        | E (M-F)         | 15,000                 | 9,303                      | 62.02                   | 29,800                 | 2,004 6.72                            | 44,800                                | 11,307           | 11,639           | 11,857           |
| PARIS (HENRY CO.)<br>POST-INTELLIGENCER                       | E (M-F)         | 11,700#<br>#           | 7,422                      | 63.44                   |                        | 11,700                                | 7,422                                 | 8,125            | 7,926*           |                  |
| TEXAS                                                         |                 |                        |                            |                         |                        |                                       |                                       |                  |                  |                  |
| BORGER (HUTCHINSON CO.)<br>NEWS-HERALD<br>NEWS-HERALD         | E (M-F)<br>SUN  | 7,100                  | 4,931 69.45<br>5,381 75.79 |                         | 8,200                  | 2,197 26.79<br>2,633 32.11            | 15,300                                | 7,128<br>8,014   | 7,355<br>8,276   | 7,759<br>8,634   |
| DEL RIO (VAL VERDE CO.)<br>NEWS-HERALD<br>NEWS-HERALD         | E<br>SUN        | 10,400                 | 5,481 52.70<br>5,867 56.41 |                         | 1,600                  | 567 35.44<br>585 36.56                | 12,000                                | 6,048<br>6,452   | 6,391*<br>6,881* |                  |
| GREENVILLE (HUNT CO.)<br>HERALD BANNER<br>HERALD BANNER       | M<br>SUN        | 9,000#<br>#            | 5,750 63.89<br>6,155 68.39 |                         | 14,400                 | 5,019 34.85<br>5,382 37.38            | 23,400                                | 10,769<br>11,537 | 12,047<br>12,942 | 12,282<br>13,004 |
| MOUNT PLEASANT (TITUS CO.)<br>TRIBUNE<br>TRIBUNE              | E (M-F)<br>SUN  | 4,500                  | 2,357 52.38<br>2,687 59.71 |                         | 15,200                 | 2,413 15.88<br>2,533 16.66            | 19,700                                | 4,770<br>5,220   | 4,947<br>5,418   | 5,354<br>5,766   |
| NEW BRAUNFELS (COMAL CO.)<br>HERALD-ZEITUNG<br>HERALD-ZEITUNG | E (TU-F)<br>SUN | 9,200                  | 4,318 46.93<br>5,211 56.64 |                         | 11,300                 | 2,484 21.98<br>3,087 27.32            | 20,500                                | 6,802<br>8,298   | 7,017<br>8,513   | 6,900<br>8,110   |

|                                                                         |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |          |
|-------------------------------------------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|----------|
| VIRGINIA                                                                |         |                        |                        |                         |                        |                                       |                                       |                  |          |
| NORFOLK-PORTSMOUTH-VIRGINIA<br>BEACH-CHESAPEAKE<br>(INDEPENDENT CITIES) |         | 288,500#               |                        | 196,700                 |                        | 485,200                               |                                       |                  |          |
| VIRGINIAN-PILOT, LEDGER-STAR                                            | CMB DLY | #                      | 207,027                | 71.76                   | 16,449                 | 8.36                                  | 223,476                               | 227,037*         | 228,747* |
| VIRGINIAN-PILOT                                                         | M (M-F) | #                      | 123,984                | 42.98                   | 15,867                 | 8.07                                  | 139,851                               | 143,296*         | 141,370* |
| LEDGER-STAR                                                             | E (M-F) | #                      | 83,043                 | 28.78                   | 582                    | 0.30                                  | 83,625                                | 83,741*          | 87,377*  |
| VIRGINIAN-PILOT/LEDGER STAR                                             | SAT M   | #                      | 210,284                | 72.89                   | 17,344                 | 8.82                                  | 227,628                               | 231,240*         | 228,918* |
| VIRGINIAN-PILOT/LEDGER-STAR                                             | SUN     | #                      | 204,689                | 70.95                   | 18,631                 | 9.47                                  | 223,320                               | 227,414*         | 224,453* |
| WAYNESBORO (INDEPENDENT CITY)<br>NEWS-VIRGINIAN                         |         | 8,500                  |                        | 17,400                  |                        | 25,900                                |                                       |                  |          |
|                                                                         | E       |                        | 8,191                  | 96.36                   | 3,779                  | 21.72                                 | 11,970                                | 13,275           | 13,616   |
| WASHINGTON                                                              |         |                        |                        |                         |                        |                                       |                                       |                  |          |
| ABERDEEN (GRAYS HARBOR CO.)<br>WORLD                                    |         | 11,600                 |                        | 18,200                  |                        | 29,800                                |                                       |                  |          |
|                                                                         | E       |                        | 8,155                  | 70.30                   | 9,171                  | 50.39                                 | 17,326                                | 17,516           | 17,918   |
|                                                                         | SUN     |                        | 8,002                  | 68.98                   | 9,189                  | 50.49                                 | 17,191                                | 17,381           | 17,831   |
| PASCO (FRANKLIN CO.)-<br>KENNEWICK-RICHLAND<br>(BENTON CO.)             |         | 40,000                 |                        | 17,300                  |                        | 57,300                                |                                       |                  |          |
| TRI-CITY HERALD                                                         | M       |                        | 25,862                 | 64.66                   | 4,566                  | 26.39                                 | 30,428                                | 33,019           | 33,746   |
| TRI-CITY HERALD                                                         | SUN     |                        | 28,038                 | 70.10                   | 4,935                  | 28.53                                 | 32,973                                | 35,823           | 36,411   |

|                           |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|---------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| BERMUDA                   |         |                        |                        |                         |                        |                                       |                                       |                  |
| HAMILTON<br>ROYAL GAZETTE | M       | 15,263                 |                        |                         |                        | 15,263                                | 15,355                                | 15,462           |
| PUERTO RICO               |         |                        |                        |                         |                        |                                       |                                       |                  |
| SAN JUAN<br>EL NUEVO DIA  | M       | <u>100,193</u>         |                        | <u>14,226</u>           |                        | <u>114,419</u>                        | <u>191,871*</u>                       | 205,159*         |
| TAIWAN                    |         |                        |                        |                         |                        |                                       |                                       |                  |
| TAIPEI<br>CHINA TIMES     | ALL DAY | # 362,270              |                        | 784,158                 |                        | 1,146,428                             | 1,154,403                             | 1,112,611        |
| CHINA TIMES               | SUN     | # 377,836              |                        | 787,067                 |                        | 1,164,903                             | 1,173,137                             | 1,132,555        |

| GROUP NAME                                |       | TOTAL CIRCULATION AS OF |         |
|-------------------------------------------|-------|-------------------------|---------|
|                                           |       | 3/31/86                 | 3/31/85 |
| CENTRAL CALIFORNIA AD GROUP               | E     | <u>58,615</u>           |         |
| CENTRAL CALIFORNIA AD GROUP               | SUN   | <u>30,979</u>           |         |
| NORTHERN CALIFORNIA<br>METRO MARKET GROUP | E     | 81,727                  |         |
| NORTHERN CALIFORNIA<br>METRO MARKET GROUP | SAT   | 10,401                  |         |
| NORTHERN CALIFORNIA<br>METRO MARKET GROUP | SUN   | 25,941                  |         |
| TREASURE COAST GROUP                      | M     | <u>66,542</u>           | 63,579  |
| TREASURE COAST GROUP                      | SUN   | <u>72,175</u>           | 68,565  |
| VALUABLE VENTURA<br>COUNTY GROUP          | M & E | 119,179                 | 115,276 |
| VALUABLE VENTURA<br>COUNTY GROUP          | SUN   | 126,829                 | 121,765 |